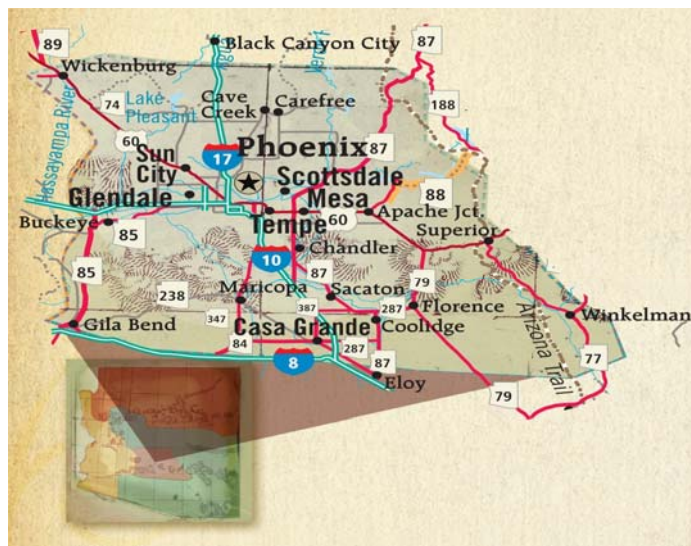


Phoenix/Central Arizona 2006 Tourism Facts

Encompassing more than 2,000 square miles, the area amazes with a variety of experiences, ranging from world-class resorts, spas, shopping and golf courses, to renowned restaurants and a vibrant nightlife. The metropolitan area has all the wonderful experiences you would expect to find in a major city – set against the breathtaking backdrop of the Sonoran Desert.



Domestic Visitor Profile

Percent Share Overnight Domestic Leisure Visitation	46.2%
Average Age	46 years
Average Household Income	\$78,742
Average Party Size	2.2
Average Length of Stay	3.7 nights

Quarter Trip Started

First Quarter	39%
Second Quarter	19%
Third Quarter	23%
Fourth Quarter	19%

Top Leisure Activities

Attend Sports Event	11%
Parks (National/State)	11%
Night Life	10%
Museum, Art Exhibit	7%

Cities

Apache Junction, Avondale, Buckeye, Carefree, Casa Grande, Cave Creek, Chandler, Coolidge, Florence, El Mirage, Fountain Hills, Gilbert, Glendale, Gold Canyon, Goodyear, Kearny, Litchfield Park, Mesa, Paradise Valley, Peoria, Phoenix, Queen Creek, Scottsdale, Sun City, Sun City West, Surprise, Tempe, Tolleson, Wickenburg

Tribal Lands

Ak-Chin Indian Community, Fort McDowell Yavapai Nation, Gila River Indian Community, Salt River Pima-Maricopa Indian Community

Local Visitor Information Centers

Apache Junction Chamber, Arizona Mills Mall, Buckeye Valley Chamber, Coolidge Chamber, Florence-Pinal County Visitor Center, Gilbert Chamber, Glendale Office of Tourism & Visitor Center, Greater Casa Grande Chamber, Mesa CVB, Northwest Valley Chamber, Peoria Chamber, Southwest Valley Chamber, Sun City West Visitor Center, Superior Chamber, and Wickenburg Chamber

Source: D.K. Shifflet and Associates, Ltd.,

Phoenix & Central Arizona 2006 Tourism Facts

Visitor Demographics:

Age of Respondent	
Average Age	46 years
18-34 years	34%
35-54 years	33%
55+ years	33%

Education	
No College education	26%
Some College	33%
College Degree	23%
Post College Degree	18%

Household Income	
Average HH Income	\$78,742
Under \$75,000	50%
\$75,000 or more	50%

Traveling Party	
One Adult	20%
Couples (M/F)	47%
Two Males or Two Females	8%
Three or more Adults	6%
Families	19%

Trip Behavior:

Accommodations	
Paid Accommodations	51%
Non-Paid Accommodations	49%

Top Origin Markets	
San Diego, CA	13.8%
Los Angeles, CA	11.8%
Phoenix, AZ	10.1%
Tucson (Sierra Vista), AZ	9.9%
Chicago, IL	4.3%
San Francisco-Oakland-San Jose, CA	3.6%
Denver, CO	3.0%
Detroit, MI	3.0%
El Paso, TX	2.2%
New York, NY	2.2%
Portland, OR	2.2%

Main Mode of Transportation	
Air Travel	41%
Auto Travel	54%
Other Transportation	5%

Leisure Purpose of Stay	
Vacation (NET)	17%
Getaway Weekend	5%
General Vacation	12%
Non-Vacation (NET)	83%
Visit Friend/Relative	49%
Special Event	17%
Other Personal	17%

Source: D.K. Shifflet and Associates, Ltd.,

Phoenix & Central Arizona 2006 Tourism Facts

Economic Impact of Travel:

Total Direct Travel Spending/Employment/Taxes Generated by Travel Spending

Counties in Phoenix/Central Arizona*	Total Direct Spending (\$ million)	Earnings (\$ million)	Employment (jobs)	Local Taxes (\$ million)	State Taxes (\$ million)	Total Taxes (\$ million)
Maricopa	11,826.5	3,205.0	93,400	329.5	382.1	711.6
Pinal	402.0	96.4	4,690	7.4	15.4	22.8

Visitor Spending by Commodity Purchased

Counties in Phoenix/Central Arizona*	Lodging (\$ million)	Food & Beverage Service (\$ million)	Food Stores (\$ million)	Ground Trans. & Motor Fuel (\$ million)	Arts, Entertainmt & Recreatn (\$ million)	Retail Sales (\$ million)	Air Transport (visitors only) (\$ million)
Maricopa	1,665	2,268	295	1,882	1,378	1,566	1,405
Pinal	24.6	95.2	33.8	80.2	80.9	87.0	0.0

Source: Arizona Travel Impacts, Dean Runyan Associates

Lodging:

Counties in Phoenix/Central Arizona*	Occupancy		Average Daily Rate (ADR)		Revenue Per Available Room (RevPAR)	
	%	Change over 2005	\$	Change over 2005	\$	Change over 2005
Maricopa	68.2%	1.8%	\$113.65	9.7%	\$77.53	11.7%
Pinal	67.3%	1.8%	\$72.88	7.6%	\$49.03	9.5%

Source: Smith Travel Research

- In 2006, Maricopa County's occupancy increased 1.8% over YE 2005 to 68.2%. Occupancy was driven by room demand which increased 1.5% to 12.8 million rooms in 2006.
- Pinal County's occupancy increased 1.8% over YE 2005 to 67.3%. This was due to the increase in room demand which was up 2.3% from YE 2005 to 356,738 rooms in 2006.

* The Phoenix and Central region is a marketing area created by the Arizona Office of Tourism. The counties in this report are not completely synonymous with the Phoenix & Central region.

Phoenix & Central Arizona 2006 Tourism Facts

National Parks:

National Parks in Phoenix/Central Arizona:	2006 Visitation	% Change from 2005
Casa Grande NM	88,295	-9.2%

National Parks in the Phoenix & Central Region of Arizona represent:

- 1 of the 21 National Parks in Arizona
- 0.8% of total visitation to Arizona National Parks

Source: National Park Service

State Parks:

State Parks in Phoenix/Central Arizona:	2006 Visitation	% Change from 2005
Lost Dutchman SP	78,107	-14.4%
Boyce Thompson SP	64,044	-21.8%
McFarland SHP	3,196	-11.1%

State Parks in the Phoenix & Central Region of Arizona represent:

- 3 of the 28 Arizona State Parks
- 6.4% of total visitation to Arizona State Parks

Source: Arizona State Parks

Top Attractions:

Top Five Natural Attractions in Phoenix/Central Arizona	2006 Visitation
South Mountain Park	2,308,975
Lake Pleasant Regional Park	610,161
Casa Grande Ruins National Monument	90,455
Lost Dutchman State Park	78,107
Boyce Thompson Arboretum State Park	59,358

Top Ten Private Attractions in Phoenix/Central Arizona	2006 Visitation
Tempe Town Lake	2,775,000
Chase Field	2,415,444
US Airways Center	1,429,052
Arizona Temple and Visitor's Center	1,400,000
Phoenix Zoo	1,340,000
Jobing.com Arena	1,253,621
University of Phoenix Stadium	1,200,000
WestWorld of Scottsdale	675,225
Wildlife World Zoo	402,000
Arizona State Univ. Sun Devils Stadium	375,760